











 % British Facings				 % Red Tractor Facings			
Retailer	Product	Nov 2018	Jan 2019	v Last Time	v Year ago	Nov 2018	Jan 2019	v Last Time	v Year ago
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	53%	44%	↓ -17%	↓ -8%	25%	17%	↓ -34%	↓ -30%
	Ham	62%	81%	↑ 29%	↑ 56%	47%	44%	↓ -7%	↑ 26%
	Sausage	95%	95%	↓ -1%	↓ -5%	90%	89%	↓ -1%	↑ 8%
	Pork	41%	42%	↑ 2%	↓ -7%	33%	38%	↑ 16%	↑ 14%
	Bacon	29%	28%	↓ -1%	↓ -6%	19%	22%	↑ 19%	↑ 24%
	Ham	35%	26%	↓ -27%	↓ -28%	9%	8%	↓ -6%	↑ 5%
	Sausage	80%	81%	→ 1%	↑ 3%	60%	65%	↑ 9%	↑ 18%
	Pork	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Bacon	32%	36%	↑ 10%	↑ 28%	18%	21%	↑ 21%	↑ 32%
	Ham	52%	50%	↓ -4%	↓ -14%	38%	26%	↓ -30%	↓ -42%
	Sausage	77%	76%	↓ -1%	↑ 6%	54%	58%	↑ 6%	↑ 17%
	Pork	100%	100%	→ 0%	→ 0%	98%	98%	↓ 0%	↓ -1%
	Bacon	100%	100%	→ 0%	→ 0%	100%	100%	→ 0%	→ 0%
	Ham	96%	99%	↑ 3%	↑ 2%	95%	98%	↑ 2%	↑ 2%
	Sausage	87%	88%	→ 1%	↓ 0%	75%	71%	↓ -5%	↑ 4%
	Pork	61%	46%	↓ -24%	n/a	26%	10%	↓ -60%	n/a
	Bacon	14%	16%	↑ 15%	n/a	8%	7%	↓ -17%	n/a
	Ham	32%	47%	↑ 47%	n/a	18%	17%	↓ -2%	n/a
	Sausage	63%	71%	↑ 13%	n/a	41%	43%	↑ 4%	n/a
	Pork	100%	100%	↓ 0%	↓ 0%	100%	100%	↓ 0%	↓ 0%
	Bacon	45%	38%	↓ -17%	↑ 3%	20%	16%	↓ -19%	↑ 4%
	Ham	32%	24%	↓ -27%	↓ -31%	7%	3%	↓ -61%	↓ -55%
	Sausage	90%	93%	↑ 3%	↓ -7%	76%	76%	→ 0%	↓ -6%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Ham	96%	97%	→ 1%	↑ 3%	0%	0%	n/a	n/a
	Sausage	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Pork	100%	100%	→ 0%	→ 0%	91%	100%	↑ 10%	→ 0%
	Bacon	53%	50%	↓ -5%	↓ -6%	16%	16%	→ 1%	↓ -18%
	Ham	58%	62%	↑ 7%	↓ -2%	17%	22%	↑ 28%	n/a
	Sausage	80%	79%	↓ -1%	→ 1%	57%	52%	↓ -10%	↑ 14%
	Pork	100%	100%	→ 0%	→ 0%	0%	0%	n/a	n/a
	Bacon	45%	44%	↓ -2%	↑ 2%	0%	0%	n/a	n/a
	Ham	94%	94%	↓ 0%	↓ -1%	0%	0%	n/a	n/a
	Sausage	85%	85%	↓ 0%	↓ -1%	1%	1%	↓ -21%	↓ -23%
	Pork	54%	64%	↑ 19%	↑ 4%	51%	63%	↑ 22%	↑ 3%
	Bacon	34%	36%	↑ 3%	↑ 2%	31%	31%	→ 1%	↑ 7%
	Ham	66%	65%	↓ -3%	↑ 3%	20%	20%	→ 1%	↑ 22%
	Sausage	80%	80%	→ 0%	↓ -4%	70%	72%	↑ 3%	↑ 2%
	Pork	100%	100%	→ 0%	→ 0%	82%	85%	↑ 3%	↑ 10%
	Bacon	100%	100%	→ 0%	→ 0%	71%	77%	↑ 8%	↑ 8%
	Ham	93%	89%	↓ -4%	↓ -6%	0%	0%	n/a	n/a
	Sausage	100%	100%	→ 0%	→ 0%	72%	72%	↓ 0%	↑ 13%
Total Market	Pork	76%	79%	↑ 4%	→ 1%	50%	54%	↑ 8%	↑ 4%
	Bacon	48%	48%	↓ 0%	↓ -2%	23%	23%	↓ 0%	↑ 3%
	Ham	65%	63%	↓ -2%	↓ -3%	13%	13%	↑ 2%	↑ 26%
	Sausage	84%	84%	→ 0%	↓ -1%	51%	51%	→ 1%	↑ 10%